Logistic Regression Example

Simmons Apparel Store

Simmons owns and operates a national chain of women's apparel stores. Five thousand copies of an expensive four-color sales catalog have been printed, and each catalog includes a coupon that provides a $50 discount on purchases of $200 or more. The catalogs are expensive, and Simmons would like to send them to only those customers who have a high probability of using the coupon.

Management believes that annual spending at Simmons Stores and whether a customer has a Simmons credit card are two variables that might be helpful in predicting whether a customer who receives the catalog will use the coupon.

Simmons conducted a pilot study using a random sample of 50 Simmons credit card customers and 50 other customers who do not have a Simmons credit card. Simmons sent the catalog to each of the 100 customers selected. At the end of a test period, Simmons noted whether each customer had used her or his coupon. The sample data for the first 10 catalog recipients are shown in Table 15.11.

TABLE 15.11	Partial Sample Data for the Simmons Stores Example		
Customer	**Annual Spending ($1000)**	**Simmons Card**	**Coupon**
1	2.291	1	0
2	3.215	1	0
3	2.135	1	0
4	3.924	0	0
5	2.528	1	0
6	2.473	0	1
7	2.384	0	0
8	7.076	0	0
9	1.182	1	1
10	3.345	0	0

The amount each customer spent last year at Simmons is shown in thousands of dollars and the credit card information has been coded as 1 if the customer has a Simmons credit card and 0 if not. In the Coupon column, a 1 is recorded if the sampled customer used the coupon and 0 if not.

We might think of building a multiple regression model using the data in Table 15.11 to help Simmons estimate whether a catalog recipient will use the coupon. We would use Annual Spending ($1000) and Simmons Card as independent variables and Coupon as the dependent variable.

Because the dependent variable may only assume the values of 0 or 1, however, the ordinary multiple regression model is not applicable. This example shows the type of situation for which logistic regression was developed. Let us see how logistic regression can be used to help Simmons estimate which type of customer is most likely to take advantage of their promotion.